

Message Text

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61

ORIGIN COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 R

DRAFTED BY COM/SAD/RPETERSON/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/KENYA/SMILLER

COM/LIBERIA/TFIEDLER

COM/EM/JDOYLE

AF/EPS/LWHITE

----- 089335

P 212350Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY MONROVIA PRIORITY

AMEMBASSY NAIROBI PRIORITY

UNCLAS STATE 015373

E.O. 11652: NA

TAGS: BEXP, KE, LI

SUBJECT: MEDIA USA CATALOG EXHIBIT

REF: MONROVIA 0370

1. A-9166, DISTRIBUTED TO ALL U.S. DIPLOMATIC POSTS SEPT. 9, 1972, CONTAINS GUIDANCE FOR OPERATION OF CATALOG EXHIBIT, COMMERCE OIM/SAD WAS NOT AWARE THAT COPY NOT AVAILABLE MONROVIA AND EXPECTED, AS INDICATED BY REFERENCE TO A-9166 IN DECEMBER 10 LETTER, THAT POST WOULD KNOW NATURE AND REQUIREMENTS OF PROMOTIONAL EVENT DURING THE PERIOD OF PLANNING FOR IT BEFORE START OF COMMERCE SOLICITATION TO U.S. INDUSTRY. COPY OF A-9166 AIRMAILED MONROVIA JANUARY 19.

2. PETERSON LETTER OF DECEMBER 10 SIMPLY DISCUSSED ADDITIONAL DETAILS AND INFORMATION FOR BENEFIT OF POST. AS OF NOON JANUARY 19 COMATT PORTER LETTER O OF DEC. 23 TO PETERSON HAS NOT BEEN RECEIVED.

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3. BRIEFLY, POST SHOULD PROVIDE SUFFICIENT SPACE (ABOUT 500 SQ. FT. SHOULD SUFFICE FOR THIS EVENT) TO CONTAIN MAGA-

ZINE RACKS WITH INCLINED SHELVES FOR DISPLAY OF CATALOO ,

A REGISTRATION DESK AND 2 TABLES FOR VISITORS TO USE WHILE READING, AND APPROPRIATE NUMBER OF CHAIRS. PROMOTION BY POST INCLUDES PRINTED BROCHURES DESCRIBING EVENT AND GENERAL CONTENT OF CATALOGS, LETTERS OF INVITATION, PHONE CALLS TO ESSENTIAL VIP'S, AND A PRINTED DIRECTORY OF PARTICIPATING FIRMS (SAMPLE DIRECTORY MAILED DECEMBER 10). COMMERCE WILL SELECT AND SEND ONE PERSON TO ACT AS INDUSTRY TECHNICAL REPRESENTATIVE TO HELP ANSWER QUESTIONS ABOUT THE U.S. INDUSTRY AND DISCUSS U.S. STATE OF THE ART. ALL PROMOTION AND OPERATION OF EXHIBIT ARE HANDLED

BY POST. NO REPEAT NO ADVANCE OR OTHER TEAM IS PROVIDED.

4. POST SHOULD CABLE BUDGET ESTIMATE TO INCLUDE ALL NECESSARY FACILITIES AND PROMOTION PLUS HOSPITALITY (PRESS LUNCHEON, SMALL RECEPTION).

5. IN VIEW OF OTHER IMMEDIATE PRESSURES ON POSTS, COMMERCE WILLING CONSIDER DEFERMENT THIS EVENT TO LATER DATE ACCEPTABLE TO BOTH MONROVIA AND NAIROBI, I.E., APRIL OR MAY. REQUEST POSTS CABLE VIEWS THIS SUGGESTION. SISCO

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Message Attributes

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Disposition Approved on Date:
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Disposition Event:
Disposition History: n/a
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